MAY 29 1924

OCIL 20256

Photoplay in seven reels

From the story by Dimitri Buchowetzki

Scenario by Paul Bern X

Directed by Dimitri Buchowetzki

Author of the Photoplay (under section 62)/ Famous Players Lasky Corporation of U.S.

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MEN

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in

OCIL 20256

# PARA

A Dimitri B

PURPOSE: To help you

# NEVER WAS POLA NEGRI IN HER GREAT PARIS

Here Is the Pola That's Going to Wake Them All Sit Up and Take Notice

Vital-That's the Word, Full of Fire, of Love, Spirit and Romance

THERE is big money in "Men" because it for the first time presents Pola Negri in a picture produced in an American studio with an American supporting cast but directed by a great continental producer who understands Pola perfectly-

Because the story itself is intensely colorful and gripping, being practically the love-history of a hot-blooded woman who starts as a waitress and ends as the most manpursued woman in Paris-

Because the backgrounds are romantic, the supporting cast is excellent, the production is lavish—

Because, in other words, Pola Negri in "Men" is the kind of picture the public wants today!

	CAST	
Cleo		POLA NEGRI
Georges Kleber		Robert W. Frazer
Henri Duval		Robert Edeson
Cleo's Father		
Francois		Monti Collins
The Stranger		
The Baron		

### Synopsis

Pola has the role of Cleo, first discovered as a waitress and dancer in a shore-front sailor's cafe in Marseilles. She is ambitious to become a great dancer. A young stranger, Georges, visits the cafe and takes an interest in her, finally persuading her to allow him to stake her to a trip to Paris, where she can take up the study of dancing. In Paris he directs her to the home of his sister. The sister is not home, but the sister's husband, an old roue Baron is. He betrays Cleo.

A few years later Cleo is a famous dancer in Paris. Men throw themselves at her feet, but she hates men. She uses all her money to help girls betrayed as she was. To get more money, she auctions off the privilege of her company-her company, no more. Georges reappears. She laughs at him, declaring that money is the only thing she wants from men. Henri Duval, a prominent banker, is the highest bidder at the auction, and Cleo travels all over with him.

But she now finds she loves Georges, who is an employee in Du val's bank. Georges steals money to win her love. Duval threatens to have him arrested. Cleo pleads with him and as a last resort offers to give herself to Duval in return for Georges' freedom. Duval is about to accept but, hearing a last minute passionate meeting between the lovers, relents and gives them their happiness.







Dimitri Buchowet

YOU know Ne But "Men" is pinnacle of greatness story is a real match

icent art. See her as the dancing pet of Pa matching her wits of men who bargain ling as she makes the of her youth.

Only then will you of her genius!

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# AMOUNT

POLA NEGRI

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To help you sell the picture to the public.

# RI SO FASCINATING AS RISIAN LOVE-DRAMA, "MEN



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### **American Made Production** er Greatest Role

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#### How the Story of "Men" Happened to be Written

Behind the motion picture there is frequently a story as interesting as the film-story itself.

Several years ago Dimitri Buchowetzki went on a two months' trip through the south of France. His imaginative mind saw a thousand incidents that would make excellent motion picture material. In a small fishing village on the they see is a still from the picture Gulf of Lyons an inn-keeper told and an announcement of your history of "Cleo," a waitress in a village wine shop, and the remarkable adventures which she exper- excite curiosity and publicity. ienced.

# **PUTTING IT**

To everybody who has been yell-ing for the old Pola, the wildcat of elemental fire and passion, we yell back, "See 'Men'!"

Here is a continental love-drama directed by a great continental director, a man who understands every fibre of the marvelous Pola's tempestuous personality, a man to whose guiding she responds like a perfect violin to the touch of a master. Here is Pola throwing her whole vibrant being into a magnificent role such as the screen has never seen before.

.Here is the ever-thrilling story of the innocent woman betrayed by men and turned into a tigerish hater of men, but a tigress concealing her hate within her soft claws, velvet skin and fascinating eyes. Here is the ever-old, evernew story of the seductive adventuress using men selfishly for the accumulation of jewels and riches, only to have her real heart of gold bared by a great love that will not be denied.

Here is a glittering, absorbing, throbbing love tale of the slums of Marseilles and the gay boulevard cafes of Paris. Produced lavishly, truthfully, fearlessly, yes—sensationally, by a past-master in the art of preparing material for the box-office.

Here, in short, is "Men." by far offered to the fans of America.

Tie-ups? A million of them! Get merchants in your town who deal in anything men use to combine on a page of ads or half-page, each ad to be headed MEN. That's just one!

Get out a card having on one side just the words FOR MEN ONLY and on the other an advertisement of your showing. Hire people to give them out to the men in your town. This idea is also good for teaser ad, throwaway, herald, and the like.

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### Synopsis

Pola has the role of Cleo, first discovered as a waitress and dancer in a shore-front sailor's cafe in Marseilles. She is ambitious to become a great dancer. A young stranger, Georges, visits the cafe and takes an interest in her, finally persuading her to allow him to stake her to a trip to Paris, where she can take up the study of dancing. In Paris he directs her to the home of his sister. The sister is not home, but the sister's husband, an old roue Baron is. He be-

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### **Tabloid Facts**

Star—POLA NEGRI.

Author-Producer-Dimitri Buchowetzki, who made "All for a Woman," "Mad Love" and "Peter the Great." The story is an original by Buchowetzki, written especially for the star.

Scenarist—Paul Bern, who did the continuity for Lubitsch's "The Marriage Circle." Bern was just recently promoted to the position of director in the Paramount ranks.

mania," Robert W. Frazer, who played with Mae Murray in "Jazz-mania," Robert Edeson of "The Ten Commandments," Joseph Swickard of "The Four Horsemen," Monti Collins, Gine Corrado. Edgar Norton.

Cameraman-Alvin Wyckoff, who photographed Valentino in "Blood and Sand." Was with Fred Niblo for some time.

Type of Story- A great story of passion, love, regeneration and a great idea. A powerful drama of modern French life, portraying the complexities of continental existence, its virtues and its vices

Appeal-"Men" is a merciless expose of the lengths to which men will go to gain their desires, a strongly dramatic story of the type the star is great in. You'll see the Pola Negri of "Passion" in this one. It is the first American made production of Dimitri Buchowetzki who gave his whole heart to making this picture a magnificent introduction of himself to the American public.

Theme- The chief theme of the production is the betrayal of a young girl who is lured to Paris by a rascal who first wins her love. Then comes the phase in which this girl finds herself in a position to exact a terrible revenge upon the whole species. She believes herself immune to the softer emotions, and when she finds herself in love at last, realizes that she herself has woven the net for her lover

Big Scenes - Include an "Anna Christie" type of sailor's cafe in Marseilles, Parisian high society life, the brilliant cafes of Montmartre. The great scenes where Pola offers herself upon the auction block to the man who is willing to pay the most money for her is a big punch, and the episode in which the star, as a girl, fresh from a small village, finds herself alone in a Paris mansion with a polished old roue is tragic and of tremendous significance. It is the keynote of her actions for many years to follow.





Dimitri Buchowet

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The story is an evenly balanced mixture of drama, humor, tragedy and sadness. It is French life from the plain and colorful lower classes to the artificial and brilliant aristocratic levels. Pola has a role which begin happiness, continues along throv ENDING. Hers is the part France whose beauty, like that of Hele. Troy, attracts the attention of many men. is a picture of the eternal pursuit of the female by the male.

Dimitri Buchowetzki, who wrote the story with Pola Negri in mind for the starring role, was brought to this country from Europe for the express purpose of producing "Men" with the famous Polish star. Buchowetzki's position in European film circles is an enviable one. Although only thirty years of age, he has established a reputation which linked his name with that of Ernst Lubitsch. They are the DeMille and Griffith of Europe. Buchowetzki directed Pola Negrifour years ago. He is a Russian whose un derstanding of Pola's capabilities fits him to the task of getting the most out of her acting in the role of Cleo. It is his own story, and he gets out of it every atom of drama. His methods are marked by strong originality, and his success has been achieved largely because of his ability to build up powerful characterizations.

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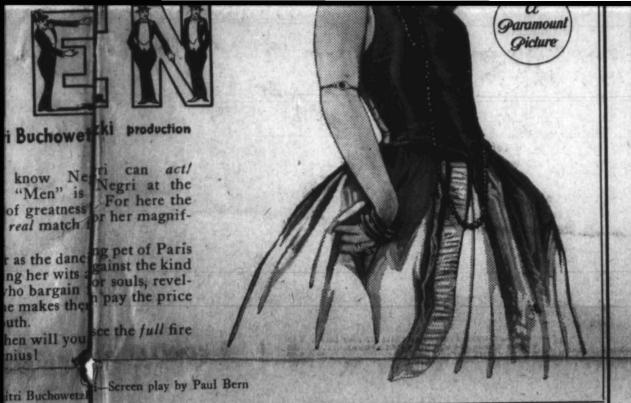
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Joseph Swickard, whose unforgettable "Desnoyers" in "The Four Horsemen" won him international applause, is admirably cast as the old musician who thinks he should be leading his own orchestra instead of playing cheap dance tunes in a dirty wine shop.

Monti Collins, who plays Francois, is one of the grand old guard of American performwhose memory goes back more than half tury in stage lore

bert Edeson is an actor whose name been familiar to theatre-goers for many fears. More than twenty years ago he appeared with Maude Adams in "The Little Minister." Recently he did some very fine work in Cecil B. DeMille's production "The Ten Commandments."

Norton and Corrado are both admirably cast. In "Men," Corrado, who is rapidly climbing, plays a role which will give him a firm standing in the film world.

There are some big sets and many elaborate ones in "Men" and there are sets which are miracles of realistic achievement. The interiors of the wine shops, reproductions of Paris streets and the general atmosphere of the picture is the acme of European realism.

According to Paul Bern, who wrote the scenario, "'Men' is an unusually interesting film because it presents such a variety of interests. The action runs naturally through a great many changes of scenes, offering remarkable contrasts. The drama is a series of highlights."

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Several years ago Dimitri Buchowetzki went on a two months' trip through the south of France. His imaginative mind saw a thousand incidents that would make excellent motion picture material. In a small fishing village on the him an amazing story. It was the history of "Cleo," a waitress in a village wine shop, and the remarkable adventures which she experienced.

Today the story told by the French inn-keeper to Dimitri Buchowetzki is inscribed upon seven reels of film, and Pola Negri has added the colorful personality of "Cleo" to her gallery of vivid the picture in which Pola auctions characterizations.

This was the origin of the story of "Men."

The story, which follows the life history of a French girl from her she dominates the French stage, illustrates the pursuit which all pretty women of all ages have endured from all men.

#### MEN By Pola Negri

Men Men who say you're the only girl they've ever loved, without smiling; Men who use perfume;

Men who size up women as they do race-horses;

Men who are angels to their stenographers and holy terrors to their wives; Men who knock ashes into

your flowers: Men of business in conference-over golf;

Men hovering over radio sets Men in rags and their wives

in ermine; Men whose coats shine and

shoes don't;
'MEN''—my latest and greatest picture!

Novelty Ad

master. Here is Pola throwing her whole vibrant being into a magnificent role such as the screen has never seen before.

Here is the ever-thrilling story of the innocent woman betrayed by men and turned into a tigerish hater of men, but a tigress concealing her hate within her soft claws, velvet skin and fascinating eyes. Here is the ever-old, evernew story of the seductive adventuress using men selfishly for the accumulation of jewels and riches, only to have her real heart of gold bared by a great love that will not be denied.

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Make a peephole arrangement in your lobby. Label it FOR MEN ONLY. Arrange it so that when the curious lads look in, what they see is a still from the picture Gulf of Lyons an inn-keeper told and an announcement of your

> You might even give a performance for MEN only in order to excite curiosity and publicity.

Dress a lot of johnnies up inevening clothes and have them parade around the streets with a sign labeled MEN.

Duplicate the stunt pulled in off her company to the highest bidder. Get a pretty girl willing to go out to dinner and your show -and that's all- with the man who offers her the best dinner, etc. Have the bidding done on the stage of your theatre. Restaurant proprietors, taxi people, etc., might come in on this. Call her The MEN'S Girl and get her a lot of

advertising. Call the week of your showing Men's Week and get out some publicity arguing that the men deserve a period of celebrations like Mother's Day when they'll be given credit.

Take a look at the herald illustrated in this press sheet. Looks as if it would get the business, doesn't it?

Offer a prize for the funniest essay on Men written by a woman in your town.

Teaser ad: I shall be in. next week to tell what I know about MEN. (Signed) Pola Negri.

This is a great woman-picture. It's the story of a girl who, her innocence betrayed, fights back and wins happiness. The women will wins happiness. The women will glory in her. They'll bring the men if they have to drag 'em in by the scruffs of their necks. Advertise to the women when you advertise "Men." And, for the love of Pola, advertise it!



# Pola Negri in BOX-OFFICE ADS AND OTH

Your Exchange has mats of all the ads illustrated in this Press Book; also cut of one.



Pola Negri and Robert Edeson in a scene from the Paramount Picture 'Men' Two-column Production Mat 2P

## Trailers Build Business!

National Screen Service, Inc., with offices at 126 West 46th Street, New York, 845 South Wabash Avenue, Chicago, 917 South Olive Street, Los Angeles, and 284 Turk Street, San Francisco, furnishes good trailers on all Paramount pictures.

On all releases National Screen Service has a Service Trailer consisting of main title and 75 feet of carefully selected scenes. This costs \$5.00, and \$1.50 refund is allowed if you return the trailer within two weeks of shipment.

On certain special productions National Screen Service has a DeLuxe Trailer consisting of beautiful art titles and 200 feet of scenes. This is in every respect a quality article worthy of the production it advertises. DeLuxe Trailers cost \$15.00 during the first sixty days after release date and \$10.00 after the first sixty days. A refund of \$2.50 is allowed if returned within three weeks of shipment.

You can secure a regular trailer service from National Screen Service on all productions at the cost of \$25.00

and Sioux Falls.

Ask the booker at any of these exchanges. Or order direct from National Screen Service, Inc.

You can get an excellent Service Trailer on "Men"

WIRE OR WRITE-GIVING EXACT PLAY DATES.



SUPPORTED. BY ROBERT W. FRAZER ROBERT EDESON JOSEPH SWICKARD A Garamount Gicture

From the story by Dimitri Buchowetzki Screen play written

Dimitri Buchowetzki

alty. A strict

Three-Column Newspaper Adve

# Paragraphs for A ds

The first picture produced in America by the famous director, Dimitri Buchowetzki, the Cecil B. DeMille of Europe.

A daring drama of love, passion and regeneration, with Paris at its gayest as the background.

For the first time since coming to Americathe famous European star acting under a famous European director. But in a strictly Hollywoodmade production.

A sensational love-drama written especially to

You know her in "Mer liance of her

"Men"biggest sensi

"Men"with silk ha limousines a all flutte had learned for her bitter a Negri in "Men"

# OTHER GOOD MATERIAL

Book; also cuts of one, two, two-supplementary and three-column ads. Price List, Page 4.



ZER





JESSE L. LASKY present

LESS expose of the way tich men make Pola as a trusting French girl, seared

false love, making all men pay the pen-American production, made by Europe's

mn Newspaper Advertisement 3A. (Mats or Cuts)

# ns for Ads or Programs

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You know Pola can ACT! But until you see her in "Men" you will never know the real bril-liance of her magnificent art.

"Men"-the screen's shortest title, but its biggest sensation.

"Men"-with fat purses and thin idealswith silk hats and ragged morals-with shining limousines and stained souls-

all fluttering around the flame of a girl who had learned to hate all men-and made them pay for her bitter schooling.



Pola Negri in the Paramount Picture "Men"

Production Mat 1PA



Pola Negri in the Paramount Picture 'Men'

Production Mat 1PB

# RIALTO



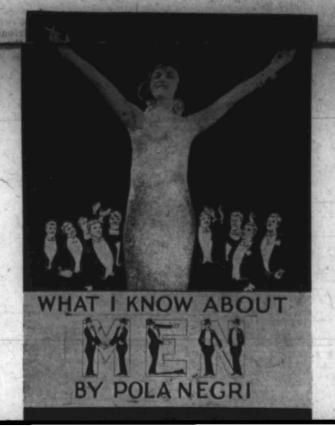
NEGRI'S triumph in "Passion" is duplicated for the first time in "Men," a startling expose of man's code of honor.



One-Column Press Ad 1A

In ordering ads and production scenes, be sure to mention the numbers under cuts.

# **Four-Page Colored Herald**



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stock: Seattle, Charlotte, Dallas, Oklahoma City, Minneapolis and Sioux Falls.

Ask the booker at any of these exchanges. Or order direct from National Screen Service, Inc.

> You can get an excellent Service Trailer on "Men"

WIRE OR WRITE-GIVING EXACT PLAY DATES.



THE sensational Pola's most sensational picture. Daring to tell the truth about men, their standard of living, their code of loving. High-powered drama, made in America by a famous European director.

Two-column Press Advertisement 2A



From the story by Dimitri Buchowetzki Screen play written

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A sensational love-drama written especially to bring out the full fire of the screen's greatest love actress.



Pola Negri in a scene from the Paramour

Special Three-column Production Mat

(Fifteen Cents of Exchanges)



LESS expose of the way rich men make Pola as a trusting French girl, seated

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The flashing jewel of the screen in her flashiest love setting.



Paramount Picture 'Men' roduction Mat 3P

Exchanges)





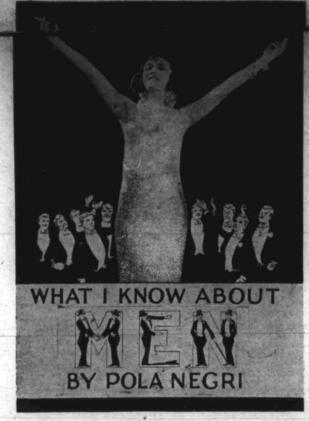
One-Column Press Ad 1A

Pola Negri in the Paramount Picture "Men"

Production Mat 1PB

In ordering ads and production scenes, be sure to mention the numbers under cuts.

## **Four-Page Colored Herald**



See a sample of this flashily colored four-page herald at your exchange—it's the stuff that gets the money!

The black and white cut above doesn't do the cover justice-you should see it in color, the lower portion standing out prominently in vivid red.

Inside pages are filled with strong scenes and talk, and back page is left blank for theatre name, play dates, etc.



THE drama of a girl cast into the depths by a man—fighting her way up—reaping her revenge on the men who flutter around her. In it you'll see the Negri of "Passion"—again the fiery love actress.

Frazer, Robert Edeson & Joseph Swickard

From the story by Dimitri Buchowetzki Screen play by Paul Bern

Two-column Supplementary Press Ad 2AS

scene from the Special Three-column (Fifteen Cents



# Pola Negri in "

# STORIES TO GET YOU VAL

Clip the stuff you want on this page and send it to the edito

e screen. the role of Buchowetzki's Russian direc

or Paramount s several gown anything ye

# The Art of Pola Negri

by Dimitri Buchowetzki

(Note: Dimitri Buchowetzki, one of the foremost of the younger European directors, was brought to America by Paramount to produce his story, "Men," with Pola Negri in the starring role. His European pictures, among them "All for a Woman," "Mad Love," "Peter the Great" and many others, won for him the enthusiastic praise of both hemispheres. "Men" opens a......days run at ...... Theatre next.....

INTEND to divulge a secret concerning Pola Negri. Throughout the world her dark hair, striking face and wonderful eyes are familiar in roles such as she played in "Passion" or "Mad Love." They are all characters of the vampire type, and they have

lic has come to consider Pola Negri's art confined to portrayals of this kind. This is not true.

art confined to portrayals of this kind. This is not true.

I believe Pola Negri would have made just as great a success playing in roles of entirely different types, roles which presented her as sweet and womanly. I know she has always wanted to play these parts.

Her first stage characters were in "Hannele" and "Sodom's End." They presented her as a golden-haired girl, sweet, joyous and radiating sunshine. Remembering the Pola of "Passion," it would seem impossible for her to play such a role but so supreme an artist is not confined to any single type of expression. Her "Hannele" and other plays in which she appeared were hailed as triumphs.

As a dramatic actress, Pola Negri is one of the greatest of our time. She is one of the few whose tears upon the screen are convincing. In portraying human suffering, I know no other actress with as great inner strength and power. It not only lifts her to great heights but it also inspires those with whom she works. They, too, feel the power of that strong spirit.

It is not too much to prophecy for strong spirit.

It is not too much to prophecy for Pola Negri a fresh trend in the expression of her genius. The light hearted roles in which she first appeared, the sweetness and the sunshine of her earlier characterizations shine of her earlier characterizations may once again be hers to portray. Should my prophecy come true, the world which knows her as the dark mistress of tragedy will be astounded by the art which makes it possible for her to express herself in such a totally different manner. Her versatility will make new friends and open the way to many new and greater triumphs.

She Likes America

(Note: Pola Kegri's girlhood was spent in Poland and Russia during the times of great national unrest. The following story is a poignant revelation of impressions. left upon her mind by a vivid incident of her childhood.)

concerning soil, nutrition and care of the rose tree. When I had planted it in the garden of my father's I used to spend hours cultivating it. My mother used to tell me I would It thrived it with kindness. kill wonderfully, however, and the first year there were several beautiful year there blooms.

'In the fall, I carefully covered it with sacking and straw to protect it from the frosts and ice of our bitter Polish winter. On the night when the Cossacks drove my mother and me from our home and burned it, the feet of their horses trampled

#### Men True-to-Life Picture of **Modern France**

Pola Negri, as "Cleo," Has the Greatest Role of Her Screen Career

(Advance Synopsis-Story)

THARACTERS from life, a varied and interesting gallery of faces drawn from the originals in France, will be seen in Dimitri Buchowetzki's first American made production for Paramount, "Men," which stars Pola Negri and opens next..... at the

Written several years ago by the director himself, the story of "Men" was woven around a group of people who lived in southern France. Like who lived in southern France. every other group, when studied closely, their lives yielded incidents of the most dramatic nature. Co-

of the most dramatic nature. Co-ordinated, by the skill of Dimitri Buchowetzki, these incidents are made to tell a great story in "Men." The story opens in a cheap cafe in a southern French port. Cleo, the waitress, (Pola Negri) is the brilliant flower which attracts many custom-ers. Her father, a musician, pro-vides dance music for the cafe. One night as Cleo stands in the

One night as Cleo stands in the doorway, her eyes suddenly meet those of a handsome stranger who is watching her in admiration. She blushes and retires into the cafe where the Stranger, played by Gino Corrado, comes to dine. She is captivated by his winning manners.

The Stranger meets Francois

friend of

man's poverty, the Stranger offers him a bribe if he will induce Cleo to go to Paris. Francois tells her that there is a great opportunity for her to become a dancer in the big city and the two go away together. At the station, the Stranger appears, as if by accident, and rides to Paris with them. In the Paris station he gives Francois his money and tells him to disappear. him to disappear.
Cleo, realizing she is alone, is

"Once, when I was a little girl, one of the greatest horticulturists in Poland gave me a rose tree. It was from a very rare species for which he was particularly famous and there were very few in Poland.

"I asked him a thousand questions concerning soil, nutrition and care of forever.

Betrayed by the man who had first inspired her heart with love, Cleo is turned adrift by the nobleman. In a mean shop while she is sitting lost in despair, she is ridiculed by Georges Kleber who, at the head of a number of companions, has been making a night of it. Kleber, who is por-trayed by Robert W. Frazer, rouses the girl's spirit with his remarks and she springs to her feet, pouring forth a wild tirade against him and all his

Years pass and Cleo, the most successful dancer in France, is sought New Negri Film Due to be Shown Here Very Soon

"Men," Great Paramount Production, to Open at the Rialto Theatre

(Advance Publicity Stories)

"MEN," Pola Negri's newest pro-duction for Paramount, will

that in this picture the popular continental star absolutely returns to the kind of role she had in "Passion" and her other European productions.

The picture, directed by the man who made "Peter the Great," Dimitri Buchowetzki, is a powerful story of France, lavishly produced. Pola has the role of a hot-blooded young woman whom we first see as a waitress in Marseilles. As the picture progresses, the star becomes one of the most sought-after women in the French capital.

"Men is just that type of produc-tion the public of today wants.

And the supporting cast. Robert Frazer has the leading man's role.
Then there's Robert Edeson and
Joseph Swickard, both well known
on stage and screen, in important
parts. Among others are Monti Collins, Gino Corrado and Edgar Norton

#### **Big Cast Supports Pola** Negri in Picture, "Men"

The cast playing in support of Pola Negri in her newest Paramount picture, "Men," which will be the feature at the ..... all next week, sets a new mark for big names. Robert Frazer has the principal male role, with Robert Edeson and Joseph Swickard in equally important parts. Monti Collins has a great character role; Gino Corrado is a suave villain and Edgar Norton an unscrupulous

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Robert Fraz

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pared for the solidly embroi and rhineston dered with pearls es with a panel mmering silver, train of sh edged with e magnificent w mine. A fan of lite algrettes with pearls and rhine-pecially designed Drop ear-rings of with pear shaped square sapphires e head-dress... players who sup-

gri in "Men hown at the... "Men, ..., are Robert man; Robert Swickard and well known.

Landed His First job on the Stage

r obtained his firs he stage by commit forgery! leading man, who can be seen to be seen cery store but cher sire to be an actor told him the onl

the names of the de Adams, E. I tall other famous sent the program to a traveling the company with he was an "A-or Juvenile."

One day while the was covered with the was covered

stock company for him. He was engaged at fiftee hid ordered to report of two days later, stock company professional experience. Just nime he left the great was back again it fand molasses. The charge of the floor following four repetitions of peraistence final found himself it in stock.

in.stock.

Included with Robert W. Frazer in the cast of "Me are Robert Ede son, Joseph Swil ard, Monti Collins Gino Corrado and Edgar Norton.

written by Dimitri Buchowetzki who was brought to the United States from Europe to produce his story with Pola Negri in the starring role. It's an intensely colorful and gripping tale of rapid-fire romance. You'll like it.

#### "Men" Coming

"Men," a new Paramount picture, starring Pola Negri, opens at the . . . Theatre on ..... For those who remember Miss Negri in "The Spanish Dancer," "Shadows of Paris," etc., we'll say that "Men" is going to prove a 100% bigger and better production than either of these. In fact you have to go way back to "Passion" to find anything that really comes up to "Men."

Robert Frazer, Robert Edeson and fine cast support the star.

# la Negr in "Men"

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nd it to the edito. Additional press sheets at your exchange if you need them.



# Pola's Go s Set New Mark f lagnificence

Pola Ne mark for a tumes worn

Pola Nemark for intumes worn in Appearing "Cleo" in Dimi "Men" which tor produced Pola Negri was several gowns which ec worn by the "Cleo," cheap w' cheap w' series of prans.

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pearls and square sapphires accompany the head-dress.

Among the players who support Miss egri in "Men," which will be shown at the . . . . Theatre on ...., are Robert Frazer, leading man; Robert Edeson, Joseph Swickard and others just a well known.

#### How Fraze Landed His First oh on the Stage

Robert Fra engagement or ting a harmle The popula obtained his first

r obtained his first he stage by committorgery! leading man, who ola Negri in her latticture, "Men," pro-ri Buchowetzki, and f.......days at the ... at that time was occur store but cheresire to be an actor, it told him the only in stage was to com-The popular plays opposite est Paramou duced by Di working in ished a stro Several tra way to get

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Although only thirty years old, Buchowetzki has arrived at a point in his career where he is included in a list of the five most successful directors in Europe. His success has been accomplished despite the fact that the whole continent has been actively engaged upon his life work.

"Frequently, in reading the papers, you find a notice that so-and-so, famous many years ago in opera, with his father, he was forced to persistence final found himself to the end was the variation on the Galician for the first revolutions.

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The director's first experience of internecine strife was in 1905 when, with his father, he was intervolutions.

Although only the first purpose and active professional we find that the whole continent has been actively engag one week with the hished Frazer's first crience. Just nine me he left the grows back again in t and molasses. The ars were filled with its experience, but y won and Frazer New York playing found himself fr

### Pola Puts Herself on Auction Block in Picture

YOU VALUABLE PUBLICITY

Piled High With Novel Scenes

SLAVE markets of antiquity have their counterparts in modern life, according to Dimitri Buchowetzki, whose production "Men," starring Pola Negri, contains an illustration of how women are bought and sold

Filmed by the Russian director as his first American made picture for Paramount, "Men" contains the story of the amazing advantaged of the amazing adventures of a French girl, "Cleo," who begins life as a waitress in a cheap wine shop and rises to fame as a dancer in

The role of "Cleo" is played by Pola Negri. Surrounded by a host of men who strive to win her favors by fair means or foul, she finally promises to give the privilege of her company to the highest bidder.

Handled by the masterly direction of Dimitri Buchowetzki, the scene which follows is probably unsurpassed in the history of motion pictures. The camera moves from face to face where greed, passion, fear, avarice and desire are depicted upon each countenance. Bidding,

each countenance. Bidding, one against the other, these men play the modern equivalent of the slave merchants of ancient times.

Chosen to support Pola Negri in this powerful picture of life among certain sections of European society which comes to the . . . . Theatre next. . . . . . , are well known players such as Robert W. Frazer, Robert Edeson, Joseph Swickard, Monti Collins, Gino Corrado and Edgar Norton.

Dimitri Buchowetzki produced "Men" from his own original story which was scenarized by Paul Bern.

#### Pola Negri Claims That Theatricals Prolong Life

Pola Negri, star of the Paramount picture, "Men," at the.... Theatre all this week, has a bit of advice to offer. It is, "If you would enjoy long years of life, take up theatricals, either as a vocation or an avoca-

"A stage career provides that variety of emotion and diversity of occupation necessary to a continuance of the one thing which keeps people young—enthusiasm," declares the star.

role, their vital forces were constantly renewed through the continual change. The years spent in concen-Included with Robert W. Frazer in the cast of "Me t" are Robert Edeson, Joseph Switt (ard, Monti Collins, Gino Corrado at a Edgar Norton.

# "Men" a Great Tragic Love Story with Happy Ending

### Latest Feature a Story of Paris The Man with the Worst Memory in the United States

Dimitri Buchowetzki Prides Himself for Worst Memory in America

MITRI BUCHOWETZKI, the

of famous Russian product 

"By making a little effort, I can remember all the pleasant things, whereas the unpleasant ones disappear entirely when I let them slip and they never return to bother me," he says.

According to Hans Dreier, who has accompanied the director as technical adviser for a number of years, many of Buchowetzki's greatest European pictures were produced under circumstances which frequently placed them in danger of their lives

"I have the greatest difficulty in recalling these events to his mind, but however bad his memory may be in that respect, it is remarkably good

in remembering the pleasant part of our work." says Dreier. "Men" is a fascinating story of France which the director wrote during a visit to the republic several years ago. Heading the cast chosen to support Pola Negri are Robert W. Frazer Robert Edges Level Frazer, Robert Edeson, Joseph Swickard, Monti Collins, Gino Cor-rado and Edgar Norton. Joseph

#### Introducing You to Dimitri Buchowetzki

Four times interrupted in his ar-Four times interrupted in his artistic career by the sudden outbreak of wars, Dimitri Buchowetzki, famous Russian director, has at length settled in Hollywood where he dreams of long years of labor, undisturbed by the sound of cannon.

Brought to America by Paramount to direct 2018 Negri in the production

tion of his own story "Men," Buchowetzki carries with him the memories of years of anxieties spent in the midst of wars and revolutions.

Although only thirty years old, Buchowetzki has arrived at a point

on the Galician front. Following his return to Moscow, his work was twice stopped by revolutions. Following the last one, he fied to Berlin where he was living when civil war again disturbed him.

Despite the long years of strife, Buchowetzki's name throughout the world as that of the man who produced, among others,
"All For A Woman," "Mad Love,"
"Peter The Great," "Karoussel,"
"Othello" and "The Gallilaer."
"Men," his first American made

An Original for the Screen by the Russian Director Dimitri Buchowetzki

(Advance Synopsis-Story)

POLA NEGRI'S latest starring picture for Paramount, "Men,"

proves that a story may be a great tragedy and yet end happily. The picture was produced by Dim-itri Buchowetzki, who was brought to this country from Europe for the

purpose, from his own changes when dramatizes the heartless persecutions which countless women suffer at the hands of the stronger sex. It also presents the retaliatory measures which women sometimes adopt in their battle against life. "Cleo," the role which Pola Negri creates in "Men," is the cumulative effect of the many magnificent characters she has played since she first flashed, metor-like, across the

flashed, metor-like, world's dramatic sky. metor-like,

A waitress in a cheap restaurant of a French port, Cleo keeps a watchful eye upon her father, a decrepit musician who provides music for the guests. One night a handsome stranger attracts her attention, and for the first time the young girl experiences the emotion of love periences the emotion of love.

periences the emotion of love.

The Stranger bribes Francois, a penniless ancient who is on intimate terms with Cleo's father, to persuade the girl to go to Paris. There she is promised a career as a dancer. By a pre-arranged accident, the Stranger appears on the same train by which Cleo and Francois go to Paris. The love interest in the Stranger ripens in Cleo's heart. In Paris, Francois receives his money and disappears, leaving Cleo alone.

Frightened, Cleo accepts the Stranger's offer to take her to his sister's home where she is introduced to an elderly roue but the sister is not in evidence. The Stranger dines luxuriantly, fills his pockets with cigars and leaves by the front door, vanishing out of Cleo's life forever.

The following morning, Cleo, carrying in her lustreless eyes the despairing expression of a lost soul, emerges from the house to which she was lured and wanders away, too stunned to care what becomes of her. Years elapse and we find the girl has become the universally admired. a pre-arranged accident, the Stranger

has become the mere beauty and her brilliance are universally admired. Many men contend for her favors but she is known as a woman who takes all and gives nothing. Finally, in a mood of desperate cynicism, she offers to auction herself away to the highest bidder. A wild scene follows in which some of the world's greatest fortunes are pitted against each other.

Sold by her own will to the rich.

Sold by her own will to the richest of her suitors, she realizes when it is too late that she really cares for another. The battle between the man who won her with his money and the man who won her heart is a struggle which gives wide range for Negri's superb art.

The picture, which comes to the ..... Theatre next....., is splendidly cast, with Robert Frazer playing opposite the star, and directed with the skill which made Buchowetzki famous in Europe.

#### Another Man Who Came "Back Home and Broke"

Robert W. Frazer has "walked home" oftener than any other actor. Heading the cast of Pola Negri's latest starring picture, "Men," which Dimitri Buchowetzki produced for Paramount, the popular young lead



play such a role but so supreme an artist is not confined to any single type of expression. Her "Hannele" and other plays in which she appeared were hailed as triumphs.

As a dramatic actress, Pola Negri is one of the greatest of our time. She is one of the few whose tears upon the screen are convincing. portraying human suffering, I k other actress with as great inner strength and power. It not only lifts her to great heights but it also inspires those with whom she works. feel the power of that They, too,

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Dala Nami Talla Why

#### She Likes America

(Note: Pola Veri's girlhood was spent in Poland and Russia during the times of great national unrest. The following story is a poignant revelation of impressions. left upon her mind by a vivid incident of her childhood.)

"Once, when I was a little girl, one of the greatest horticulturists in Poland gave me a rose tree. It was from a very rare species for which he was particularly famous and there were very few in Poland.

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the feet of their horses trampled the rose tree to pieces.

"That was many years ago but I still remember the little rose-tree and the hours of care I gave it. Nothing of that kind could happen in beautiful Hollywood where there are so many roses and where I have my home today. Security for the things one loves is the real secret of happiness and America is overflowing with happiness. happiness. "American children

taught to appreciate their safety and freedom but I do not think anyone had the actual experience with the

troubled countries on the other side

of the world."

Pola Negri will be seen at the....
next.....in the Paramount picture,
"Men," supported by Robert Frazer.

#### Paramount Player Produces Quick Cure for Klieg Eyes

Gino Corrado, who has a prominent supporting role in the cast of Pola Negri's new Paramount picture, "Men," which will be the feature at the...... Theatre during the week of the post has discovered an of ......next, has discovered an instantaneous cure for the dreaded

Work upon a sequence in "Men" was delayed when some half dozen of the minor players were stricken almost simultaneously with inflamma-tion of the eyes caused by the glare

Corrado, who had been experiment-ing upon the cure for some months, produced a bottle of the liquid and tions was designed. treated the players with the aid of a Costumes ranging from the beauti-medicine dropper. Although usually ful to the grotesque, copied after several days are required to affect a cure, the players were able to resume their places within a few minutes of

receiving treatment.
"Men," which Din which Dimitri Buchowetzki, the famous Russian director, pro-duced as his first American made picture for Paramount, was written theatre next. A ..... to remain for by himself.

and interesting gallery of faces drawn from the originals in France, will be seen in Dimitri Buchowetzki's first American made production for Paramount, "Men," which stars Pola Negri and opens next..... at the

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The story opens in a cheap cafe in a southern French port. Cleo, the waitress, (Pola Negri) is the brilliant flower which attracts many customers. Her father, a musician, provides dance music for the cafe.

One night as Cleo stands in the doorway, her eyes suddenly meet those of a handsome stranger who is watching her in admiration. She blushes and retires into the cafe where the Stranger, played by Gino Corrado, comes to dine. She is captivated by his winning manners.

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Cleo, realizing she is alone, is frightened but the Stranger promises

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Betrayed by the man who had first inspired her heart with love, Cleo is turned adrift by the nobleman. In a mean shop while she is sitting lost in despair, she is ridiculed by Georges Kleber who, at the head of a number of companions, has been making a night of it. Kleber, who is por-trayed by Robert W. Frazer, rouses the girl's spirit with his remarks and she springs to her feet, pouring forth a wild tirade against him and all his Years pass and Cleo, the most suc-

cessful dancer in France, is sought by a brilliant circle of men. She holds them all at arm's length. Among the men who seek to win her affections is Georges Kleber who has become secretary of a wealthy bank-ing corporation. His chief, Henri Duval, is Cleo's most ardent admirer. Robert Edeson plays Duval. He brings the weight of his great wealth to bear upon the dancer who laughs

Treating all with her scorn, Kleber is finally driven to steal a sum of money from the bank to cater to Cleo's whims. The theft is discovered and with the police searching time that she loves him. Duval also realizes it and in a scene of terrific tensity, strikes a bargain with Cleo. In return for Kleber's safety, he demands Cleo's love.

Finding love only to have it taken frinding love only to have it taken from her, Cleo passes through a period of despair which is presented very powerfully by Pola Negri's magnificent acting. The battle between the two men for possession of the girl is a dramatic finale.

#### **Great Charity Costume Ball** in Pola's Latest Paramount

Costumes originated for the famous carnivals at Nice will be seen for the first time in America in Pola Negri's latest starring picture, "Men," which Dimitri Buchowetzki produced for Paramount.

For the costume ball in "Men" in which more than five hundred players appeared, a ball room set unusually rich in silver and rose decora-

originals worn at Nice, were prepared for the scenes.

Robert W. Frazer, Robert Edeson, Josef Swickard, Monti Collins, Gino Corrado and Edgar Norton head the cast in support of Pola Negri in "Men," which comes to the...... ...days.

"Men is just that type of produc-

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'Men' is an original screen story written by Dimitri Buchowetzki who was brought to the United States from Europe to produce his story with Pola Negri in the starring role. It's an intensely colorful and gripping tale of rapid-fire romance. You'll like it.

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#### Landed His How Frazer First Job on the Stage

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With this in ience. With this in ad several programs included his name, with himself he used laude Adams, E. H. weral other famous He sent the programs took company with a at he was an "A-one

he was covered with ses, the head of the walked in and asked s engaged at fifteen ad ordered to report One week with the nished Frazer's first erience. Just nine me he left the growas back again in r and molasses. The ars were filled with won and Frazer New York playing

Robert W. Frazer in " are Robert Edeard, Monti Collins, d Edgar Norton.

# Reviews for Your Lo

(Review No. 1)

66 M EN," Pola Negri's new Paramount picture, writ-ten and directed by the Russian producer, Dim-itri Buchowetzki, the man who made "Peter the Great,"

in a story with a HAPPY ENDING.

Good as was "Shadows of Paris" and the erican made Negri pictures, they don't even be compare with "Men." You never saw such a flashing Pola before in your life. Paramount claims Buchowetzki wrote the story some time ago, ten years to be exact, with Pola Negri in mind for the starring role and that time after time the occasion presented itself to picturize the story with another star. But Buchowetzki waited. We'll admit it was worth waiting for. ing for.

But why go further? We could fill a book about "Men," and when we were finished you wouldn't know any more about it than when we started, not that we

any more about it than when we started, not that we haven't any faith in our ability along literary lines, but "Men" just can't be explained, it has to be SEEN.

Robert Frazer has the leading man's role opposite the star. Robert Edeson and Joseph Swickard also have important parts. Others in the strong supporting cast of the production include Monti Collins, Gino Corrado and Edgar Notton. Paul Bern, who wrote the scenario and Edgar Norton. Paul Bern, who wrote the scenario for Ernst Lubitsch's "The Marriage Circle," made the adaptation. Alvin Wyckoff handled the photography.

#### (Review No. 2)

Pola as the darling of an underworld cafe who becomes the toast of the theatrical world of France, in

comes the toast of the theatrical world of France, in a story written especially for her.

That's Pola Negri's role in her latest production for Paramount, "Men," which opened at the.....

Theatre last night. It's a story of the type that Pola Negri is great in—a love drama of fashion and passion, with a novel twist, a story that gives the star a chance to wear gorgeous gowns as only she can wear them. But don't get the idea that it's a highbrow production. It's anything but that; in fact Pola has never easayed a role that quite measures up to her "Cleo" essayed a role that quite measures up to her in "Men."

Dimitri Buchowetzki, a continental producer, brought

to this country by of starring Miss No himself and has go of fire into her poi is Pola Negri's gre in making "Men" a director who know a director who kn the unequalled fact ganization. Americ costumes and an a of the American so Robert Frazer is 'kard, Monti Co

The new Paramot Negri, at the .... long felt want and ginning to feel jus longest time the projecture in which Pothat kind of part for her famous—a role a role made good!

"Men" is a grea to see how she has turnout at the.... must have taken th have to add that the That's understood.

Here's a picture of could possibly be putitle to climax it ro out a trace of laggi the sake of specta-romance, and thrills a more entertaining ason, we haven't so And the cast—it's

star from A to Z.

The final showing starring Pola Negri, Theatre last..... noon and evening. Toy Dimitri Buchowe is a love drama of I Edeson and Joseph magnificent was a handle of stones was for the gown, silver filigree pearls and accompany th

Among the port Miss which will be Theatre on .
Frazer, leadt
Edeson, Jose
others just at

#### How Frazer First .

Robert Fraz engagement on ting a harmless The popular plays opposite lest Paramount duced by Dimi due for a run working in a g shed a strong Several travels way to get on tince a stock ready had expended which In the same list Sothern and stage players. At to a traveling sletter stating the Juvenile."

One day while flour and molar stock company for him. He w dollars a week two days later. stock company f professional exi days from the t cery shop he charge of the flor following four y repetitions of t persistence final found himself in in.stock.

Included with the cast of "Me son, Joseph Swk Gino Corrado as

ount picture, writian producer, Dim-"Peter the Great,"

aitress in a shore role it is! Here's ctions, the Pol-cture that

n't even be saw such a Paramount claims

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fill a book about ou wouldn't know rted, not that we ing literary lines, has to be SEEN. an's role opposite swickard also have

ig supporting cast ins, Gino Corrado

wrote the scenario Circle," made the

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#### Landed His ob on the Stage

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With this in tence. With this in ad several programs included his name, with himself he used laude Adams, E. H. iveral other famous took company with a at the was an "A-one

es, the head of the valked in and asked is engaged at fifteen and ordered to report One week with the nished Frazer's first nished Frazer's first erience. Just nine me he left the growas back again in rand molasses. The ars were filled with his experience, but y won and Frazer New York playing

Robert W. Frazer in

Handled by the masterly direction of Dimitri Buchowetzki, the scene which follows is probably unsur-passed in the history of motion picthe scene The camera moves from face to face where greed, passion, fear, avarice and desire are depicted upon Bidding, each countenance. against the other, these men play the modern equivalent of the slave

merchants of ancient times. Chosen to support Pola Negri in this powerful picture of life among certain sections of European society which comes to the ....... Theatre next........ are well known players such as Robert W. Frazer, Robert Edeson, Joseph Swickard, Monti Collins, Gino Corrado and Edgar

Dimitri Buchowetzki produced "Men" from his own original story which was scenarized by Paul Bern.

#### Pola Negri Claims That Theatricals Prolong Life

Pola Negri, star of the Paramount picture, "Men," at the..... Theatre all this week, has a bit of advice to offer. It is, "If you would enjoy long years of life, take up theatricals, either as a vocation or an avoca-

"A stage career provides that variety of emotion and diversity of occupation necessary to a continuance of the one thing which keeps people young—enthusiasm," declares the star.

"As a rule both actors and actresses continue in their chosen vocation until they have reached an advanced age. Frequently they return
again and again to the stage. In all
ranks of professionals we find that
mortality is comparatively low.

"Frequently, in reading the pa-pers, you find a notice that so-and-so, famous many years ago in opera, drama, vaudeville or some other branch of entertainment, has died after a number of years spent in retirement.

"The thing which sustained them to the end was the variety of their mental interests. Playing role after role, their vital forces were constantly renewed through the continual change. The years spent in concentration upon one line of thought and Robert W. Frazer in change.

" are Robert Edetration upon one line of thought and tard, Monti Collins, endeavor are responsible for the Edgar Norton. early deaths of millions."

ur Local Papers

to this country by Paramount for the express purpose of starring Miss Negri in this picture, wrote the story himself and has gotten the star to put every last ounce himself and has gotten the star to put every-last ounce of fire into her portrayal, with the result that "Men" is Pola Negri's greatest achievement—bar none. For in making "Men" Pola had the unusual advantage of a director who knows her every mood, working with the unequalled facilities of an American producing organization, American lighting, American settings and costumes and an all-star cast picked from the cream of the American screen.

Robert Frazer is leading man; Robert Edeson, Joseph Lard. Monti Collins. Gine Contract of the American screen.

as you've always wanted to see her! (Review No. 3)

The new Paramount production, "Men," starring Pola Negri, at the...... Theatre all this week, fulfills a long felt want and a promise about which we were beginning to feel just the least bit skeptical. For the longest time the producers have been promising us a picture in which Pola Negri would absolutely return to that kind of part for which her earlier productions made her famous—a role like that in "Passion." Well, they have made good! Pola comes into her own again in "Men."

"Men" is a great women's picture. They all want to see how she handles them, and, judging from the turnout at the, ..... yesterday, everybody in...... must have taken the same notion at once. We don't have to add that they carted their hubbies along too.

That's understood.

Here's a picture that has absolutely everything that Here's a picture that has absolutely everything that could possibly be packed into the seven reels. From title to climax it rolls right along without a jar, without a trace of lagging and without a scene forced for the sake of spectacle. But there IS spectacle, and romance, and thrills and all the rest. If there has been a more entertaining picture shown at this theatre this season, we haven't seen it.

And the cast—it's typical of all Negri pictures—all-star from A to Z.

Last Showings Today

The final showing of the Paramount picture, "Men," starring Pola Negri, which opened at the...

Theatre last....., will take place there this afternoon and evening. The story, an original for the screen by Dimitri Buchowetzki, who also directed the picture, is a love drama of France, with Robert Frazer, Robert Edeson and Joseph Swickard playing in support of the

According to Hans Dreier, who has accompanied the director as technical adviser for a number of years, many of Buchowetzki's greatest Euro-

many of Buchowetzki's greatest European pictures were produced under circumstances which frequently placed them in danger of their lives.

"I have the greatest difficulty in recalling these events to his mind, but however bad his memory may be in that respect, it is remarkably good in remembering the pleasant part of in remembering the pleasant part of our work." says Dreier. "Meh" is a fascinating story of

"Meh" is a fascinating story of France which the director wrote during a visit to the republic several years ago. Heading the cast chosen to support Pola Negri are Robert W. Frazer, Robert Edeson, Joseph Swickard, Monti Collins, Gino Corrado and Edgar Norton.

#### Introducing You to Dimitri Buchowetzki

Four times interrupted in his artistic career by the sudden outbreak of wars, Dimitri Buchowetzki, famous Russian director, has at length settled in Hollywood where he dreams of long years of labor, undisturbed by the sound of cannon.

Brought to America by Paramount

gli in the

tion of his own story "Men," Buchowetzki carries with him the memories of years of anxieties spent in the midst of wars and revolutions.

Although only thirty years old, Buchowetzki has arrived at a point in his career where he is included in a list of the five most successful directors in Europe. His success has directors in Europe. His success has been accomplished despite the fact that the whole continent has been torn by strife during the entire time he has been actively engaged upon his life work.

The director's first experience of internecine strife was in 1905 when, with his father, he was forced to leave Russia to escape the first revoleave Russia to escape the first revo-lution. When the Great War began in 1914, he was interrupted in his stage career in Moscow and served on the Galician front. Following his return to Moscow, his work was twice stopped by revolutions. Fol-lowing the last one, he fled to Berlin where he was living when civil war again disturbed him. gain disturbed him.

Despite the long years of strife, Buchowetzki's name is known throughout the world as that of the man who produced, among others,
"All For A Woman," "Mad Love,"
"Peter The Great," "Karoussel,"
"Othello" and "The Gallilaer."
"Men," his first American made
production for Paramount, was writ-

#### Pola Tells How She Keeps Fit For Her Screen Work

Every week I set aside at least one day which I devote to exercise.

morning and am thoroughly active until evening. Sometimes it is golf, sometimes riding and sometimes swimming which attracts me but I make sure, whatever it is, that I exercise thoroughly and use all my

muscles.
"One day each week is not sufficient to keep anyone really fit, however, and for this purpose I make use of exercises which any drill sergeant can tell you. For ten minutes every morning after my bath and each evening before retiring, I work with Indian clubs and dumb-bells. This daily exercise keeps my muscles from becoming stiff so that I never feel the effects of what I do on the one day I set aside for strenuous sports.

"I have discovered and frequently make use of a very simple thing dur-ing the day which I find is helpful. When I begin to feel weary or slack through too great concentration upon my work, deep breathing revivifies the whole system's like a cordial. Standing with shoulders thrown health because it may invite borethe whole system; like a cordial.
Standing with shoulders thrown back, I slowly draw my arms to the rear, thereby expanding my lungs. I hold the air for a second and then breathe it out through the nostrils.

The dozen repetitions of this, I dozen repetitions of this dozen repetition repetitions of this dozen repetition repetitions of this dozen repetition repetition repetition After a dozen repetitions of this, I always feel one hundred percent better, particularly if the air is coming through an open window."
"Men" Pola Negri's latest production.

Dimitri Buchowetzki, who made "Peter the Great" will open next

of a French port, Cleo keeps a watch ful eye upon her father, a decrepit musician who provides music for the guests. One night a handsome guests. One night a handsome stranger attracts her attention, and for the first time the young girl ex-periences the emotion of love.

The Stranger bribes Francois, a penniless ancient who is on intimate terms with Cleo's father, to persuade the girl to go to Paris. There she is promised a career as a dancer. By a pre-arranged accident, the Stranger appears on the same train by which Cleo and Francois go to Paris. The love interest in the Stranger ripens in Cleo's heart. In Paris, Francois receives his money and disappears, leaving Cleo alone.

leaving Cleo alone.

Frightened, Cleo accepts the Stranger's offer to take her to his sister's home where she is introduced to an elderly roue but the sister is not in evidence. The Stranger dines luxuriantly, fills his pockets with cigars and leaves by the front door, vanishing out of Cleo's life forever.

The following morning, Cleo, carrying in her lustreless eyes the despairing expression of a lost soul, emerges from the house to which she was lured and wanders away, too stunned to care what becomes of her.

Years elapse and we find the girl has become the most famous dancer

brilliance are universally admired.
Mány men contend for her favors but she is known as a woman who takes all and gives nothing. Finally, in a mood of desperate cynicism, she offers to auction herself away to the highest bidder. A wild scene follows in which some of the world's greatest fortunes are pitted against each other.

Sold by her own will.

Sold by her own will to the richest of her suitors, she realizes when it is too late that she really cares for another. The battle between the man who won her with his money and the man who won her heart is a struggle which gives wide range for Pola Negri's superb arf.

The picture, which comes to the ..... Theatre next....., is splendidly cast, with Robert Frazer playing opposite the star, and directed with the skill which made Buchowetzki famous in Europe.

#### Another Man Who Came "Back Home and Broke"

Robert W. Frazer has "walked home" oftener than any other actor. Heading the cast of Pola Negri's latest starring picture, "Men," which Dimitri Buchowetzki produced for Paramount, the popular young lead remembers the days when he played in stock

remembers the days when he played in stock.

"My efforts to succeed as an actor seemed doomed to fail," says Frazer.

"For four years I tried to establish myself behind the footlights through the aid of traveling stock companies. In that time I was engaged dozens of times. Every company went broke, leaving me stranded and forced to walk back to my home where I was glad to resume my job in a grocery store. Once I lived for four days on a ten cent can of beans."

The picture opens a . . . . days' run . . . at the . . . . on . . . next.

at the ....on .... next.

#### One of Pola's Hobbies Is Exploring—What's Yours?

"Don't laugh at people with hobbies," says Pola Negri. "They are wiser than those who haven't any.
"Boredom is the greatest menace to health. People who are keen on hobbies are never bored. When they finish their work, they turn at once to their hobby. The brain functions just as actively but it works along different channels. different channels,

"A change is as good as a rest." The famous European actress, who has just completed her latest starring picture for Paramount, "Men," a Dimitri Buchowetzki production, never permits herself to concentrate too long upon one form of activity. "Mere rest from mental activity is

not enough to relieve the brain from a hard task," she says. "Neither is

joyed one of her hobbies which is exploration. Prior to beginning work upon her next hicture, the screen star took trips to various parts of California and one long journey to Mexico City.
"Men," which will be shown next

..... at the ..... Theatre.



# Pola Negr in "M POSTERS FOR SHOWMEN TO S

"If It's Worth Running, 1's Worth



It's Cored INSERT

Insert cards are the handy men of the poster ily-you'll find a dozen for them





SET OF EIGHT COLORED LOBBY CARDS

# **Price List for Advertising Material**

All these advertising aids can be secured from your Exchange. Send list of what you want, with check or money order.

NOTE:—The prices quoted below are base prices only. The more advertising you buy, the less the individual advertising costs. Talk to your local Ad Sales Manager about QUANTITY PRICE CONCESSIONS. Owing to duty, additional transportation charges, etc., the prices quoted below do not apply to Canada. Get Canadian Price List from your Exchange.

POSTERS (as illustrated on this page) One Sheet (1A and 1B) Three Sheet (3A and 3B) Six Sheet (6A) Twenty-four Sheet (24A) PHOTOS FOR YOUR LORBY	45
22 x 28 (Colored) 11 x 14 Set of Elicht (Colored)	.40 .80
One Column (two styles)	.25 .40 .90 .15
For Newspaper Ada ADVERTISING CUTS	.85

MATS	ADVI	ERTIS	ING,	PRO	DUC	TIO	N.	ET	C.
One Col	unin .								8 .65
Two Col	umn .		****		****				.10
Supplem	entary	(Two	Colu	(MAM)	(Adv	. Oz	1177	200	.10
Three Co	Imma		2444	****	****	10.00	**	<b>(88)</b>	.15
rout co			OR OTHER DESIGNATION OF THE PERSON OF THE PE			10000		20	.25
LOBERT BOYS	FOR G	ENER	AL E	XPL	OITA	THE	DN.		
									1.50
GILT-EI	DGED	FRAN	EES.	(Sine	17 x	43	im.)		
	DGED	FRAN	CES.	(Sine	17 x	43	in.)	100	
GILT-EI 22 x 28 c Herald	OGED Gilt Fr	FRAN	nd.	(Sine	17 x	43	m.)		1.50
GILT-E1	Gilt Fr	FRAN	nd	(Sinc	17 x	48	im.)		1.50

Press Books and Music Cues are gratis.



Ask your local Ad Sales Manager about the new special proposition on 22 x 28 lobby cards and frames!





la Negri in "Men"

WMEN TO SHOW "MEN" RIGHT

rth Running, 's Worth Advertising"



# It's Co red INSERI CARD

Insert cards are he handy men of the poster ily—you'll find a dozen rent uses for them











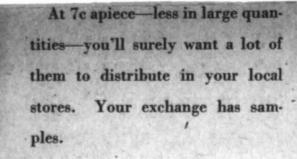
CLASSY LOBBY DISPLAY-EACH 11" x 14"

### WINDOW CARD

On the right is a reproducton of the window card on "Men."

The original is a beauty-strikingly colored and a positive eyecatcher.









Put the picture over the top by putting posters over the town. Here are real business-getters!









SET OF EIGHT COLORED LOBBY CARDS

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For Outdoor Advertising	00.0
POSTERS (as illustrated on this page)	
One Sheet (1A and 1H) 8	15
	45
Six Sheet (6A)	75
PHOTOS FOR YOUR LOBBY	redi
	40
11 x 14 Set of Eight (Colored)	

MATS, ADVERTISING, PRODUCTION, ETC.
One Column \$ .65
Two Column
Three Column
FOR GENERAL EXPLOITATION
GILT-EDGED FRAMES, (Size 17 x 43 in.)., 1.50

11 x 14 Set of Eight (Colored)	.64
STAR CUTS OF POLA NEGRI One Column (two styles)	.25 .40 .90 .15
For Newspaper Ads ADVERTISING CUTS	
One Column Two Column Supplementary (Two Column) Three Column	.85 .85 .25 1.85

22 x 28 Glit Frames. 1.50 Heraids, per thousand. 2.90 Window Card		
Heraids, per thousand		
Heralds, per thousand	22 x 28 Gilt Frames	50
Window Card		10
Publicity Photos, Each	Windows Cand	
Publicity Photos, Each	Transfer Chica	49
Trailers—National Screen Service  126 W. 46th St., New York City 845 So. Wabash Ave., Chicago, Ill. 917 So. Olive Street, Los Angeles, Cal.	Announcement Silde	TO:
126 W. 46th St., New York City 845 So. Wabash Ave., Chicago, Ill. 917 So. Olive Street, Los Angeles, Cal.	Publicity Photos, Each	10
	126 W. 46th St., New York City 845 So, Wabash Ave., Chicago, Ill.	問題と

Press Books and Music Cues are gratis.





One-Sheet Poster 1A

Ask your local Ad Sales Manager about the new special proposition on 22 x 28 lobby cards and frames!



Colored Lobby Card (22" x 28")



Six-Sheet ]



Three-Sheet Poster 3A



Twenty-four Sleet Poster 24A





CLASSY LOBBY DISPLAY-EACH 11" x 14"

### WINDOW CARD

On the right is a reproducton of the window card on "Men."

The original is a beauty—strikingly colored and a positive eyecatcher.

At 7c apiece—less in large quantities—you'll surely want a lot of them to distribute in your local stores. Your exchange has samples.





Six-Sheet )

Twenty-four Sh

Put the picture over the top by putting posters over the town. Here are real business-getters!



Announcement Slide

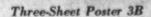


One-Sheet Poster 1B

a Paramount Picture

A A GREGORIAN AND THE STREET OF SWICKARD OF STREET STREET OF STREET STRE

et Poster 24A



#### Washington, D. C.

Register of Copyrights Washington, D. C.

Dear Sir:

I herewith respectfully request the return of the following named motion picture films deposited by me for registration of copyright in the name of Famous Players Lasky Corporation

Men - seven reels

Respectfully,

FULTON BRYLAWSKI

The Famous Players Lasky Corporation hereby acknowledges the receipt of two copies each of the motion picture films deposited and registered in the Copyright Office as follows:

Title

Date of Deposit

Registration

Men

5-28-24

OCIL 20256

y-leurs

The return of the above copies was requested by the said Company, by its agent and attorney on the 28th day of May, 1924 and the said Fulton Brylawski for himself, and as the duly authorized agent and attorney of the said Company, hereby acknowledges the delivery to him of said copies, and the receipt thereof.

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